



## MUNICIPAL NAMING AND SPONSORSHIP POLICY

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<b>Policy Number:</b>	11/462.01 2024PO
<b>Policy Review:</b>	Every 4 Years or upon Legislative Change
<b>Policy Owner (Dept.):</b>	Community Services
<b>Reference(s):</b>	

### 1. PURPOSE OF POLICY

1.1. The purpose of this Council policy is to:

Streamline and outline the approval process and management of Municipal Naming, and Sponsorship to ensure a positive municipal image and enhance City products and services;

Protect the City from risk;

Provide naming guidelines and criteria that reflect Lacombe’s Brand and/or further a sense of community.

### 2. POLICY STATEMENT

2.1. Municipal Naming plays an important role in the simple and unambiguous identification of location and navigation within the City of Lacombe. Municipal Naming also serves as a method of commemorative recognition to honour events and individuals’ outstanding achievements, distinctive service, or significant community contributions.

2.2. The City of Lacombe recognizes and supports Sponsorship as an alternative revenue generation strategy to offset costs associated with the provision of municipal services. Sponsorship arrangements shall benefit both the City and the Sponsor purchaser. The final goal is to generate revenue to enhance the experience of the users of the City program, event, activity, project, City Asset, or sub-component of a City Asset or to allow for the existence of these endeavours.

### 3. APPLICABILITY

3.1. Municipal Naming Applicability

Requirements of this policy for Municipal Naming of City Assets (other than Neighbourhoods and roadways) apply to all City departments and naming applicants involved in such naming applications.

3.2. Sponsorship Requirements Applicability

Requirements of this policy for Sponsorships secured by the City apply to all City departments and sponsors involved in the Sponsorship of a City Asset. Requirements of this policy for Sponsorships secured by the City do not apply to:

3.2.1. Donations

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- 3.2.2. City support of external projects where the City provides goods, services, or funding to an outside organization.
  - 3.2.3. Sponsorships secured by third parties who enter into market rate agreements including leases for City property.
  - 3.2.4. Advertising
- 3.3. This Policy comes into effect upon approval by Council.

## 4. DEFINITIONS AND ABBREVIATIONS

**Administration** - the administration of the City of Lacombe;

**Advertising** – means a contractual arrangement for a defined period where a third party provides a financial contribution in return for rights to display messaging on a medium. An advertising arrangement does not provide a third party with any additional benefits beyond access to the designated space.

**City Asset** - means an item, object, thing (including a service, program, event, or activity) or property owned by the City;

**City** - the City of Lacombe;

**Council** - the Municipal Council of the City;

**Donation** - a transfer of property (including money) from a donor to The City to make a gift;

**Municipal Naming** - means naming of the City’s Neighbourhoods, roadways, and other City Assets by the City without the exchange of goods, services, or financial contribution between the City and the naming applicant;

**Neighbourhood** - a geographic area comprehensively planned and developed over time;

**Sponsorship** - a contractual arrangement for a defined period where a third party provides goods, services, or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a City Asset and/or rights for the inclusion and public display of the third party’s name as part of the name of a City Asset;

**Value-in-kind** – is a form of sponsorship where the contribution to the City is in the form of goods and/or services rather than financial.

## 5. ROLES AND RESPONSIBILITIES

### 5.1. Council

5.1.1. Approve this Policy

5.1.2. Approve municipal naming and sponsorship agreements as required

### 5.2. Chief Administrative Officer

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- 5.2.1. Ensure compliance with this Policy
- 5.2.2. Receives, reviews, and submits naming and sponsorship requests to Council for consideration.

## 6. POLICY DETAILS

6.1. Municipal Naming of City of Lacombe properties and assets is the process for Council to assign a long-term or permanent name, to provide unambiguous identification of locations to enhance navigation within the City. Municipal Naming also serves to celebrate our culture and the unique identity of our community and its heritage. Council can commemorate important events or honour the outstanding achievements or significant community contributions of groups, organizations, or individuals. Municipal Naming is applied in situations where the City does not receive from external parties a financial contribution, goods, or services, or when a contribution has been donated, and the external party does not seek reciprocal consideration.

The naming of municipal assets shall be implemented to improve general and emergency navigation to the location and reinforce the culture and identity of our community.

This policy does not supersede any previous Council commitments or obligations to municipal naming. This policy is only applicable to municipal naming as of the date of passage. It is not intended to be applied retroactively on City assets already bearing an accepted name.

6.2 Sponsorship is a means to provide mutual benefit to the City and organizations seeking short-term exposure through connection with City assets, such as real property, facilities, events, programs, features, and structures. Sponsorship is recognized as a short-term opportunity to offset costs associated with municipal activity or infrastructure, facilitated through agreements that benefit both the City and the sponsor. Sponsorship can be provided as cash or value-in-kind. The benefit to the City is the generation of revenue or receipt of service/product that will enhance or create the experience for users of a City Asset. Beyond financial or in-kind benefits to the City, a sponsorship must also uphold the reputation of the City and maintain alignment with the community's interests and values.

6.2.1 Sponsorship of certain City Assets may be considered if:

- 6.2.1.1 the third party's operations and interests align with Council's priorities, the City's policies and programs, and the community's values;
- 6.2.1.2 the third party has a positive public image and reflects a high level of integrity.

## 7 END OF POLICY

Original Signed

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Signature of Mayor

Original Signed

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Signature of CAO

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Council Approved on March 25, 2024

Date

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### **POLICY RECORD**

#### **Approval and Amendment History**

Date of Council Meeting	Council Motion Number	Description
March 25, 2024		New Policy Created; replaces 75/717.01 2004PO and 75/112.50 1993PO

#### **Review History**

Date of Policy Owner's Review	Description/Action Taken or Required